

Subject: Re: ICONS
From: Michael Lamb <Michael@downtownnews.com>
Date: 10/19/2017 01:22 PM
To: Michael Filson <mfilson@downtownla.com>

Michael

Last year, you split a half page with CCA.
You paid \$1145 and they paid \$850.

This year, CCA purchased a 1/4 page on their own.

Michael Lamb
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On Oct 19, 2017, at 1:03 PM, Michael Filson <mfilson@downtownla.com> wrote:

Michael,

Did we participate in this last year? If so, can you send us what we did?

Mike Filson
DCBID
Associate Director, Marketing & Community Relations

From: Michael Lamb [<mailto:Michael@downtownnews.com>]
Sent: Thursday, October 19, 2017 9:35 AM
To: Michael Filson <mfilson@downtownla.com>; Christy Anderson
<canderson@downtownla.com>
Subject: ICONS

Hello Michael and Christy,

Because so many Downtowners help to shape the heart of Los Angeles, once a year Downtown News pauses to allow acknowledgement of the important entities that play a role in this great city.

Downtown News' annual magazine, ICONS of Downtown, is your opportunity to tell that story. Of the 25,000 businesses in Downtown, fewer than 900 are invited to participate in this annual magazine.

We hope you will join our impressive list of long-time participants, all of whom are invited because they have supported or participated in Downtown's continued renaissance or to its iconic past.

This is your chance to tell the story of your company, your own way, a rare opportunity in the world of media

ICONS publishes on 11/13/17. Please contact me as soon as possible to be included.

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